

**Justification and Approval
For
Other Than Full and Open Competition**

1. Contracting Activity: Department of Veterans Affairs, Network Contracting Office (NCO) 10, Chillicothe VA Medical Center, 17273 State Route 104, Chillicothe, OH 45601; Cincinnati VA Medical Center, 3200 Vine Street, Cincinnati, OH 45220; Chalmers P. Wylie VA Ambulatory Care Center, 420 N. James Rd., Columbus, OH 43219, Dayton VA Medical Center, 4100 W. Third St., Dayton, OH 45428, and Cleveland VA Medical Center, 10701 East Boulevard, Cleveland, OH 44106 proposes to enter into a contract on a basis of other than full and open competition with Creative Healthcare Management. Chillicothe transaction 538-, Cincinnati transaction 539-, Columbus transaction 757-, Dayton transaction 552- and Cleveland transaction 541-, estimated cost for base year: \$400,220.00

2. Nature and/or Description of the Action Being Processed: Sole source action to procure consultation support and training materials for continued implementation of trademarked Relationship Based Care delivery model across VISN 10. This is a new firm-fixed price contract for one year.

3. Description of Supplies/Services Required to Meet the Agency's Needs: VISN 10 requires consultation support from Creative Healthcare Management to continue the implementation of Relationship Based Care TM across the entire Network. In addition, VISN 10 has certified Relationship Based Care © trainers at each facility responsible for delivering the Reigniting the Spirit of Caring curriculum to a broad array of staff. Relationship Based Care training is one of VISN 10's key strategies for meeting VHA's Strategic Priority 1 – Personalized, Proactive and Patient Centered Care. The current requests require the purchase of the following consultation support and training materials from Creative Healthcare Management:

Chillicothe		
<u>Requested Service</u>	<u>Consultant Days</u>	<u>Fee</u>
LEO shot in the arm followup day, share application	1	\$ 4,000.00
Support for wave 5 and checks for previous waves	8	\$ 32,000.00
Begin wave 6, coaching of internal facilitators	3	\$ 12,000.00
Licensed RSCs twice a month @ \$60 per participant (25 each class)		\$ 33,000.00
One system RBC ELC meetings facilitated by 2 CHCM faculty	4	\$ 8,000.00
Get Smarter educational materials for next waves (see assumptions below)		\$ 3,000.00
Chillicothe Subtotal		\$ 92,000.00

Dayton		
<u>Requested Service</u>	<u>Consultant Days</u>	<u>Fee</u>
LEO Shot in the Arm followup day; share application	1	\$ 4,000.00
Support for wave 5 and post checks on previous waves	8	\$ 32,000.00
Coaching of internal facilitators to begin wave 6	1	\$ 4,000.00
Attend RBC International Symposium, 10 @ \$945 each		\$ 9,450.00
Licensed RSCs bimonthly @ \$60 per participant (25 each class)		\$ 34,500.00
Get Smarter educational materials for next waves (see assumptions below)		\$ 3,000.00
Dayton Subtotal		\$ 82,950.00

Cleveland		
<u>Requested Service</u>	<u>Consultant Days</u>	<u>Update Fee</u>
Leadership for RBC prep day for each new wave	2	\$ 8,000.00
Support for waves 6 & 7, 7 days each, coach internal facilitator	14	\$ 56,000.00
Get smarter education materials, waves 6 & 7 (VISN budget)		\$ 4,370.00
Cleveland Subtotal	16	\$ 68,370.00

Columbus		
<u>Requested Service</u>	<u>Consultant Days</u>	<u>Fee</u>
Support for waves 5 and 6, coaching of internal facilitator	15	\$ 60,000.00
LEO Shot in the Arm followup day; share application	1	\$ 4,000.00
Materials for Licensed RSCs monthly @ \$60 per participant, 25 per class		\$ 13,500.00
License renewal for Reigniting the Spirit of Caring (Jan 2014)		\$ 15,000.00
Get Smarter educational materials for next waves (see assumptions below)		\$ 3,000.00
Columbus Subtotal		\$ 95,500.00

Cincinnati		
<u>Requested Service</u>	<u>Consultant Days</u>	<u>Fee</u>
LEO Shot in the Arm followup day; share application	1	\$ 4,000.00
Support for wave 5 and post checks on previous waves	8	\$ 32,000.00
Coaching of internal facilitators to begin wave 6	2	\$ 8,000.00
Licensed RSCs monthly @ \$60 per participant (20 each class)		\$ 14,400.00
Get Smarter educational materials for next waves (see assumptions below)		\$ 3,000.00
Subtotal		\$ 61,400.00

4. Statutory Authority Permitting Other than Full and Open Competition: Creative Healthcare Management is the only company that provides consultation support and training materials for the Relationship Based Care program. VISN 10 trainers are certified as Reigniting the Spirit of Caring trainers, Creative HealthCare Management owns the proprietary rights to the training materials and model.

- (X) (1) Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements per FAR 6.302-1;
- () (2) Unusual and Compelling Urgency per FAR 6.302-2;
- () (3) Industrial Mobilization, Engineering, Developmental or Research Capability or Expert Services per FAR 6.302-3;
- () (4) International Agreement per FAR 6.302-4
- () (5) Authorized or Required by Statute FAR 6.302-5;
- () (6) National Security per FAR 6.302-6;
- () (7) Public Interest per FAR 6.302-7;

5. Demonstration that the Contractor's Unique Qualifications or Nature of the Acquisition Requires the Use of the Authority Cited Above (applicability of authority): Creative Healthcare Management is the only company that provides copyrighted training materials/kits for the Reigniting the Spirit of Caring staff development trainings and they have no dealers/distributors. VISN 10 trainers are certified as Reigniting the Spirit of Caring trainers and thus require the copyrighted training materials. Creative Healthcare Management is the only company that provides consultation support for the trademarked Relationship Based Care delivery model. VISN 10 is in the middle of a system wide implementation of Relationship Based Care and would like to move toward full implementation given recent improvements in inpatient satisfaction scores that have been linked to Relationship Based Care implementation.

6. Description of Efforts Made to ensure that offers are solicited from as many potential sources as deemed practicable: the following efforts were made to research improving patient centered care, attended conferences on patient centered care, researched literature reviews, and conducted site visits at other organizations.

7. Determination by the Contracting Officer that the Anticipated Cost to the Government will be Fair and Reasonable: The cost is determined fair and reasonable based on the fact that Creative Healthcare Management provides discounted pricing for federal government agencies.

8. Description of the Market Research Conducted and the Results, or a Statement of the Reasons Market Research Was Not Conducted: VISN 10 began researching patient centered care approaches in the fall of 2008. Market research included a VISN team making a site visit to a medical center seeking Plane tree designation. VISN 10 personnel have also made site visits to healthcare organizations focused on deploying lean improvement methodologies in an effort to achieve a more patient centered environment. The Studer Group was researched, however they did not provide the model that is conducive to VISN 10. The Dayton VAMC entered into a sole source contract with Creative Health Care Management to begin implementation of Relationship Based Care™ within nursing service. Although the scope of the contract was limited due to resource constraints, nursing leadership from Dayton reported positive progress on patient centered care initiatives and arranged for VISN leadership to attend an educational session on Relationship Based Care™ at a recent Strategic Summit. Based on historical and recent market research, direct experiences noted above and the current care climate at VISN 10 Medical Centers, VISN 10 leadership determined that a patient centered care model designed for implementation at the point of care delivery offered the best mechanism for improving patient

centeredness within VISN 10. Relationship Based Care™ as offered by Creative Health Care Management was the only model reviewed that offered a proven model at the point of care for improving patient centeredness in a way that is responsive to current challenges within VISN 10.

9. Any Other Facts Supporting the Use of Other than Full and Open Competition: N/A

10. Listing of Sources that Expressed, in Writing, an Interest in the Acquisition: N/A

11. A Statement of the Actions, if any, the Agency May Take to Remove or Overcome any Barriers to Competition before Making subsequent acquisitions for the supplies or services required: N/A

12. Requirements Certification: I certify that the requirement outlined in this justification is a Bona Fide Need of the Department of Veterans Affairs and that the supporting data under my cognizance, which are included in the justification, are accurate and complete to the best of my knowledge and belief.

James R. Hall 7/8/13
Name Date
Title Health Systems Specialist
Facility Visn 10

13. Approvals in accordance with FAR 6.304

a. Contracting Officer's Certification: (required) I certify that the foregoing justification is accurate and complete to the best of my knowledge and belief.

Maladean E Hudson 7/8/2013
Name Date
CONTRACTING OFFICER
Facility NCO 10 Cleveland

b. NCM/PCM: I certify the justification meets requirements for other than full and open competition.

Terry E Spitzmiller 7.25.13
Terry Spitzmiller Date
NETWORK CONTRACT MANAGER
VISN 10